Free Fourth of July Hootenanny Generates Nearly $464,000 in Economic Impact

GREAT FALLS, Mont. — The seventh annual Fourth of July Hootenanny generated an estimated $464,000 in economic impact in Great Falls, demonstrating the value large community events can have on the local economy even when admission is free.

Held July 4th following the annual Independence Day parade, the Hootenanny drew an estimated 6,350 attendees to downtown Great Falls for a free street festival featuring country music artist Cooper Alan, live music, dancing, food trucks and more.

Approximately 11% of attendees were overnight visitors, bringing additional visitor spending into Great Falls and extending the economic impact of the event beyond the Hootenanny itself.

The event generated economic activity benefiting hotels, restaurants and bars, and retailers throughout the community. Food and beverage and lodging represented two of the largest areas of spending associated with the event.

“Events like the Fourth of July Hootenanny are about more than giving people something fun to do,” said Rebecca Engum, Executive Director of Great Falls Montana Tourism. “The Hootenanny, along with the parade, baseball, racing and fireworks, helps make Great Falls the place to be for Independence Day. It gives visitors a reason to spend the holiday here, stay longer and spend money with Great Falls businesses.”

The Hootenanny was part of a full day of Independence Day activities in Great Falls, beginning with the annual Fourth of July parade and continuing with baseball, dirt track racing, fireworks and more throughout the community.

Great Falls Montana Tourism measures the economic impact of events to better understand and communicate how visitation contributes to the Great Falls economy. Events that attract visitors generate spending that reaches beyond the event itself, benefiting businesses throughout the community.

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